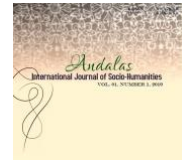




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Article

# Persuasive Utterances in Selected Tourism Advertisements on Indonesia.Travel YouTube Channel

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### A B S T R A C T

This study aims to identify the mode of persuasion and persuasive strategies used in *Indonesia.Travel* YouTube Channel. Ten videos among 256 ones were selected as data sources. Data collection was done by the non-participant method. Based on the research, the speakers used 38 persuasive utterances. The modes of persuasion used are pathos and logos. The most dominant mode of persuasion is pathos, with a percentage of 92%. Furthermore, there are three persuasive strategies were found namely: 1) quasilogical was found in 3 utterances (8%), 2) presentational was found in 33 utterances (87%), and 3) repetition was found in 2 utterances (5%). The results showed that the most dominant presentational strategy was found with a percentage of 87%. Therefore, it can be concluded that pathos and presentational strategies are used when speakers want to persuade their listeners by targeting their feelings and emotions.

## INTRODUCTION

In 21st-century language usage with advanced technology supports people to communicate efficiently in any aspect of human life. Language plays a crucial role in conveying a message; its language can influence people and their behavior (Johannessen et al., 2010; Delin, 2000). The language uses widely accepted applied to commerce, services, and goods. The language uses can be seen by people in the advertisement everywhere these days. Advertisement derives from the Latin verb 'advertere,' which means 'to turn towards' (Goddard, 1998:6; Zemack-Rugar, Moore, & Fitzsimons, 2017). The advertisement is commonly used to persuade the audience to buy and act based on the advertisement content. The ads can consist of pictures and videos to deliver a better message besides the language. This research aims to identify the modes of persuasion and persuasive strategies used in all *wonderful Indonesia* English version videos from 2017 to March 2020 on YouTube's *Indonesia.Travel* channel. There are several steps applied in collecting the data. Firstly, open the YouTube website and continue by searching *Indonesia Travel* videos from 2017 to March 2020. Afterward, the writer watched all

of the videos where repetitions were done to understand the contents better and collected the videos that use English with modes of persuasion. In the final stages, the videos were transcribed, and the data were classified, leading to the writer's step to take notes and mark the data of persuasive utterance.

The advertisement is not entirely about the promotion of products. It can comprise an idea to increase an organization's image, individual, or group (Goddard 1998:10; Darweesh, A.D. & Mehdi, 2019; Al Qudah, et al., 2020). Nonetheless, to deliver a concrete message of the advertisement, features such as images, sentences, and a slogan is essential. People actively use the platforms to commerce services, goods, and create advertisements (Goddard 1998; Hsuan and Min, 2018; Flores, Chen, & Ross, 2014). Moreover, in this era where all life aspects exposed quickly make ads reach their goals. The ads have many options to make them well-known in public. Persuasion is an essential feature to make the advertisement appealing and remarkable. Persuasion is a crucial feature by considering the aim of an ad is to persuade the audience: the listener or the reader. Mostly, persuasion occurs in daily life, in negotiation, offering help, and academic life such as in communication, economic field, and linguistics. Persuasion is the listener's belief in what the speaker shows and explains (Aristotle, 2008:6; Cook, 1983; John, 2015).

The Ministry of Tourism of the Republic of Indonesia uses YouTube as the platform to advertise tourism objects. It creates videos to highlight *Wonderful Indonesia* and has a YouTube channel, namely Indonesia.Travel. A persuasive utterance in this channel is interesting to analyze. A persuasive utterance is an utterance that has an intention to make the audiences or listeners believe and act toward the speaker's utterance. Thus, Halmari and Virtanen add persuasion as the linguistic choice that has the purpose of changing, affect others' behavior or enhance the existing beliefs and actions of the persuader included (Halmari and Virtanen, 2005:5). Usually, persuasive utterances are used in political campaigns to get the audience to be on the same side as the speaker. Alongside the political campaign, persuasive utterances are usually used in the advertisement. In order to advertise a product or a service, persuasive utterances must be included in the ad. The advertisement's intention commonly persuades the listener to buy the product or use the services related to the speaker's utterance. Furthermore, persuasion is a verbal art to convince someone toward the speaker's intention and attempt to create conformity or agreement through trust (Keraf, 2000:118; Dessart, 2018; Llaudet, E. 2018; Windels, et al., 2018).

Furthermore, the purpose of the advertisement to persuade the audience by several factors influence whether the audiences accept or reject an advertisement message. They are the source, message, channel, and receiver suggested by Claude Shannon and Warren Weaver in 1949 as the essential elements (Larson, 2009:25). The simple of communication model in Larson; the SMCR model of persuasion, contains the essential elements: (a) a source (S), the source is a persuader who brings the message; it can be verbal, nonverbal, visual or musical, or in some other modality; (b) a message (M), the code that is conveyed by the source's meaning; (c) a channel (C), the one carries the message and might have noise; and (d) a receiver (R), the persuade who interprets the message and tries to filter the channel by adding his or her own interpretation (Larson, 2009:25).

### **Modes of persuasion**

Spoken words furnish three modes of persuasion; firstly, the utterances depend on the speaker's character and credibility. Secondly, the statements put the audience into a specific frame of mind refers to the listener's emotions; lastly, the utterance is based on the proof or apparent

proof provided by the speaker's words (Aristotle, 2008:10). However, Larson argues that many scholars see the mode of persuasion as proof as rational or cognitive appeals rather than three ways to persuade the audience (Larson, 2009:74). Modes of persuasion are an approach to convince the speaker to think logically and understand human character and emotions. The speaker needs to know the causes that the listener is excited about as identifying emotion—the three modes of persuasion: ethos, pathos, and logos.

### *Ethos*

Ethos is the reputation or image of the speaker. One of the examples is eBay, known as e-commerce websites. The importance of the buyer and seller matters in a transaction. The site also earns a reputation even though there is no verbal interaction (Larson, 2009:75).

### *pathos*

Pathos is the mode of persuasion that makes the listener's emotions shift. The success of these modes is a matter of the listener (Aristotle, 2008:11). Furthermore, pathos's proof is evident in Howard Dean's candidacy in 2004 for the presidential election. Pathos is overused in his speech because the audience can feel his emotional speech. Then, his candidacy obstructs after his very impassioned speech (Larson, 2009:75). Therefore, the speech can affect the audience for a while. The audience will feel despised by the exaggerated nature so that the audience will never forget that person's image because of the excessive emotion.

### *Logos*

Logos appeals to human intellect in conveying and receiving a passage. It relies on the capability of the audience to process the proof in logical ways. There are two terms in logos, the first enthymeme means the form of reasoning, and the second, syllogism, implies the form of study of logic (Larson, 2009:76). In this case, the speaker must predict how the audience processes their information and the concluding pattern. For instance, the financial advisor using the graphic and table to show their suggestion is superior other than others. Moreover, the college recruiters provide the history of alumni jobs, salaries, and the reasonable fee of their institutions (Larson, 2009:76).

## **Persuasive strategies**

Johnstone (2008) proposes that the communicative range, verbal and nonverbal, has an option. Sometimes using logic, tell a story, the threats, and other possible choices to persuade. There are three strategies of persuasion: quasilogical, presentational, and analogy (Johnstone, 2008:246-247). These strategies are the options speakers choose in deciding on the combination of proper tactics for persuasive situations.

### *Quasilogical*

This strategy differentiates the structure based on the usage of the argument. Then, the language of quasilogical represented mainly by the "logical connectives," such as *thus*, *hence*, and additional clauses to help the listener conclude (Johnstone, 1989:146). In this strategy, there are major and minor premises. Furthermore, the major premise is a general nature, and the minor premise is a particular case related to the major premise. To illustrate, *the fact that any cat is a mammal does not imply that anything that is not a cat is not a mammal* (Johnstone, 2008:247). The major premise is any cat is a mammal, and the minor premise anything that is not a cat is not a mammal.

### *Presentational*

This strategy uses visual metaphors, rhetorical deixis, rhythmic, paratactic flow, and presentation that make "involvement" the same as the poetry (Johnstone, 1989:148; Labrador, et.al. 2014). The essential of presentational is the individual's choice of words. It can be repetition, rhythm, parallelism. For instance, the assignment topic is "what was the most frightening experience you ever had?" of Arab student's essays. The student wrote (1) *really I don't know what I'd do* and (2) *and really I worry about my mother and my father because they are becoming old* (Johnstone, 1989:139). The choice of words becomes essential when giving an argument. The word *and* at the beginning of the sentence looks unusual. However, the presentational essentials can be seen in the sentence earlier, along with the first sentence, even though it was not in line with the essay topic.

### *Analogy*

The analogical persuasion uses the language of folktales and involves the chronology (Johnstone, 1989:149). The analogy in persuasion strategy also uses traditional wisdom. Conventional wisdom may differ in each culture. However, it always has value. In particular, "*when I was your age*" story to talk a greedy child out of something (Johnstone, 1989:149).

The current research focuses on the analysis of persuasive utterances of Indonesia's tourism campaign by analyzing the modes of persuasion and persuasive strategies.

## **METHODS**

The data source is an official site of the Ministry of Tourism of the Republic of Indonesia on YouTube channel. The Ministry of Tourism of the Republic of Indonesia promotes Indonesia's tourism using the campaign named *wonderful Indonesia*. The data in this research were the ten *wonderful Indonesia* videos on *Indonesia.Travel* YouTube channel. The ten videos were chosen because of the videos use full English, there are modes of persuasion and uploaded from 2017 to March 2020.

The researcher follows some stages of analyzing data. Firstly, data collection is divided into three categories. The writer's categories the persuasive utterances refer to modes of persuasion; Pathos and logos by Aristotle (2008). Secondly, the writer examines the modes of persuasion; ethos, pathos, and logos used in the persuasive utterance refer to the Aristotle theory (2008). Thirdly, the persuasive strategies analyzed in the utterances are quasilogical, presentational, and analogy, refer to Johnstone theory (2008).

## **RESULT AND DISCUSSION**

This research has the following objectives: (i) to identify the modes of persuasion used in all wonderful Indonesia in English version videos from 2017 to March 2020 on YouTube's Indonesia. Travel channel and (ii) discover the persuasive strategies used in all wonderful Indonesia in English version videos from 2017 to March 2020 on YouTube's Indonesia.Travel channel.

### **a. Pathos**

As stated previously, pathos is the mode of persuasion that makes the listener's emotions shift (Aristotle, 2008:11). Here are the linguistic facts.

Datum 01 (V1-U2) : **Empowering speakers, enhancing experience** of delegates.

This video aims to introduce wonderful Indonesia: MICE (Meetings, Incentives, Conferences, Exhibitions). MICE is readily available with facilities of international standards. The speaker shows the place supported by the professionalism of the MICE's employees. It introduces and promotes the places for the business traveler. The utterance above uses pathos as the modes of persuasion. Pathos aims to convince the listener by emotion and feeling—the video of MICE related to the place for business people. Empowering speakers is the key when it comes to an event, especially for business. Enhancing the experience of delegates has a strong word to convince the listener, it kind of the promises that the listener would get in that place.

At this point, the persuasive strategies used are presentational, targeting the listener logically and using a rhythmic flow of words and sounds. The utterance above creates the rhythmic streams to the listener; **empowering, enhancing** as the rhythmic sounds and the visual metaphors; here, the visual metaphors envision the listener toward the place with the services provided. Moreover, instead of using the sentences as of *will get, we provide*, and another word that shows one of the benefits when the listener comes to the MICE; here, the speaker used the rhythmic flows of the utterance 2 to persuade the listener.

Datum 2 : **Safe and secure**, cocooning guests and hosts with **meticulous attention** to detail are hallmarks of Indonesia mice practitioners. Within the **typically Indonesian friendly atmosphere**, business trips become **truly rewarding**, leading to long term partnerships.  
(V1-U5)

The videos of MICE present the most suitable place for businesses. The speaker tries to convince the listener of how marvelous details of MICE. In this context, the utterance aims to promote the MICE as a business place with a professional staff. The speaker seems to describe the success of the business carried out at MICE, whether through meetings, discussions as long as it is in MICE.

The utterance above uses pathos as the modes of persuasion, as we have seen in the **safe and secure, meticulous attention to detail**; these sentences illustrate the safety and provide the detail to the delegates of an event. Thus, **safe and secure** highlight the vital point in conducting an event; therefore, the speaker utters a long-term partnership at the end of the utterance. The sentences **typically Indonesian friendly atmosphere, enriching** establish the listener's positive feeling toward the place and envision the hospitality of the sites.

Looking more closely at the utterance above, the strategy of persuasive use is presentational. The presentational aims to persuade the audience with the logical assumption by rhythmic flows. As we saw in **safe and secure, meticulous, and business trips became truly rewarding, leading to long-term partnerships**, these sentences had rhythmic flows when we heard it, especially for the last sentences. About the last sentences as the closing statement, they bring a good impression toward the MICE.

Datum 3 (V1-U6) : Appropriate get togethers help smooth and talk, and exciting nightlife attractions help to rejuvenate after a long day.

In this utterance, the speaker promotes the MICE as a comfortable place in either formal or non-formal situations. The speakers try to illustrate the atmosphere of MICE with utterance 6. Then, the speaker supports the argument by showing the staff who has the knowledge to help the people with their business in MICE. In this video, the speaker shows the nightlife condition, the life after a business done in MICE.

One of the modes of persuasion is a pathos that the speaker sways the emotion and feeling of the listener. Here, the speaker assures the listener's comfort; it can be seen on **appropriate get-togethers help smooth and talk**. The sentence earlier targeting the feeling of comfort, which

can be implied through a pleasant environment that will help us to communicate and have a smooth talk. Thus, no worries of lack of communication and awkwardness; **exciting nightlife attractions help to rejuvenate after a long day** contribute to support the communication after business work is finished and appeal happy emotion to the listener who envisions the place and situation.

The utterance above uses the strategy namely the presentational of persuasive, using flowing sounds of the utterance with rhythmic. In persuading people, it needs to make the utterances clear and remarkable by the rhythmic flow of words. Here, the flows of **appropriate get-togethers help smooth and talk, exciting nightlife attractions** escort the listener to envision a comfortable environment and fascinating nightlife after a tiring activity.

Datum 4 (V1-U7) : Safe and exciting cities, secure amenities. Wonderful MICE, Wonderful Indonesia.

In the video, the speaker shows MICE's security to ensure the listener the safest place to hold a meeting. Thus, the speaker makes the listener feel excited about the MICE. Therefore, the speaker in the video also shows the city's attraction. At the end of the video, the speaker utters a catchy statement; **wonderful Indonesia, Wonderful MICE**.

The utterance that the speaker utters above appeals to a positive emotion to the listener. In order to persuade other people, repetition is used to highlight the utterance and make it memorable to the listener. It can be seen in **wonderful MICE, wonderful Indonesia**, the repetition of word **wonderful** becomes the memorable statement with simple repetition. Moreover, the speaker convinces the listener and makes the listener feel peaceful and excited about the speaker's place. It can be seen in **safe and exciting cities, secure amenities**.

Furthermore, the repetition of the utterance creates the rhythmic flows of sounds and makes it attractive. In presentational strategy, the flow of sounds aims to persuade the listener, and it is a rational process based on the assumption. The words **cities, amenities, safe, secure** had a rhythmic flow when we heard them. Therefore, the flow of **safe and exciting cities, secure amenities, wonderful MICE, and wonderful Indonesia sounds remarkable due to the listener's assumption** on the wonderful MICE. Moreover, the repetition makes the utterance more rhythmic and remarkable.

Datum 5 (V2-U3) : Hundreds of small, small islands rock is lit.

In utterance 3, the speaker shows the small islands around Raja Ampat. In the video, the audience can see and hear the islands, the environment around Raja Ampat. There are a lot of islands to visit in Raja Ampat. Therefore, the audience can make any fun activity plans during their holiday in Raja Ampat.

The repetition in the utterance is a part of pathos in the modes of persuasion. Pathos is how the speaker persuades the audience by targeting the audience's feeling; the repetition that the speaker used to highlight the islands. Moreover, the speaker hopes to bring out an exciting feeling from the listener and makes the listener visit the island. Furthermore, in persuading the listener to visit the island, the word **lit** refers to the exciting small rock-island. Instead of using an *exciting* word in the utterance, the speaker used **lit** to convince the listener and make the utterance memorable.

Now turn to the persuasive strategies; utterance 3 contains a presentational strategy to persuade the listener. The presentational strategy is used to persuade the listener by using a rhythmic flow of words and the speaker's assumption. Consider utterance 3, which shows the rhythmic flows of sounds occur due to the repetition of **small**. The listener can envision the exciting

island by the **hundreds of small islands** that the speaker utters; the rhythmic flows make the utterance more pleasant, entrancing, and noteworthy to listen.

Datum 6 (V2-U4) : The best way to explore Raja Ampat is by boat. It is like you have a floating hotel, and you go diving or snorkeling from the boat.

In the video, the speaker shows the boat with a comfortable bed to sleep. The boat looks like a hotel that makes the tourist easily go diving or snorkelling. Then, in the video, a blue ocean makes the audience vividly see the situation by living in the boat. The speaker also shows that people enjoy their time living in a boat to explore Raja Ampat. Those people were jumping and snorkelling from the boat.

Looking more closely at the pathos as the modes of persuasion in the utterance above, the speaker aims to create the listener's emotional response. The speaker uses **the best way to explore Raja Ampat is by boat** to make the listener who comes to the Raja Ampat to explore it by boat. For some listeners, the word **boat** will appeal to their excited feeling and happy emotion. In the utterance above, the speaker shared his opinion on the best way in exploring Raja Ampat; the sentences **it is like you have a floating hotel, and you go diving or snorkelling from the boat** establish positive emotions such as enjoyable, exciting exploration, accessible to dive in Raja Ampat.

Furthermore, moving to the persuasive strategies, the presentational strategy is used in the utterance 4. The presentational strategy creates a lively imagination to the listener by the rhythmic flow of the utterance; here, the **boat, floating** has a rhythmic flow. Along with presentational strategy as a process of rational based on the assumption, using a boat to explore the place becomes a new experience to access the sea from the boat. The listener envisions the places by the utterance that the speaker utters, and it makes the areas evident in the listener's mind.

Datum 7 (V2-U5) : I love to see people going like, **wow**, look at this, and then **the moment they go in the water and see all this beauty of the underwater. They are flabbergasted.**

The speaker in the video tells his history and becomes a guide in Raja Ampat. His dad plays an important role in his life. He gets inspiration from his dad, and his father introduces him to the tourism of Indonesia. The speaker describes Raja Ampat as a wonderful place to explore. The speaker shows him guiding the tourist who explores the caves and sees all of the beauty under the blueish ocean.

Here, utterance 5 uses pathos as the mode of persuasion; it can be seen in how the speaker shared his story. The speaker used a story that could appeal to the emotional response, either happy, anger, love. On the utterance above, the speaker aims to reach the listeners' joyful emotion and attempts to convince them of how beautiful the places are. Furthermore, the speaker shared his feeling and story to give the listeners a real experience who visits the places.

In addition to persuasive utterance, the persuasive strategy in utterance 5 is presentational; it can be seen on the assumption using rhythmic flows of sounds, visual metaphor. Here, the visual metaphor can be seen in **I love to see people going like, wow, look at this**; the speaker tries to make the audience present at the time. In the utterance above, the speaker convinces how amazing the experience to witness other people's happiness in exploring the underwater and aims to persuade the listener to explore the underwater in Raja Ampat.

Datum 8 (V2-U10) : Now I am taking people to this **exotic, beautiful, amazing places** that **make me feel very, very happy. I'm the luckiest man in the world.**

In the video, the speaker shows his happy emotion to the audience. He shows the tourists in Raja Ampat, a map of Raja Ampat. In the video, the speaker also shows the sunset in a boat at Raja Ampat. Raja Ampat's nature, the birds at the tree that reflect the true natural beauty of Raja Ampat. Therefore, living as a guide in Raja Ampat makes him happy and the world's luckiest person.

The utterance above used pathos as the modes of persuasion. Pathos is one of the modes of persuasion that focuses on persuading the audience in feeling or emotion; as we can see in the utterance above, the speaker talked about his experience in guiding Raja Ampat's visitors. The speaker shares his happiness with the listener to be expected that the listener will be excited and get the vibes of happiness when listening to his story. The sentence **exotic, beautiful, amazing places** creates a happy emotion in the listener, and to support the sentences earlier, the speaker adds **make me feel very, very happy I'm the luckiest man in the world** to convince the listener.

Furthermore, utterance 10 used presentational as the persuasive strategies; as we can see on how the repetition of **very, very happy** creates the rhythmic sounds that make the ideas of utterance more pleasant. Moreover, presentational exists as a rational process based on the assumption; thereby, it can be seen toward the speaker's premise regarding Raja Ampat: **exotic, beautiful, amazing places** that make him beyond happy. The purposes of the presentational strategy are to persuade the audience with the rhythmic sounds and utilize the rational process based on the listener's assumption.

Datum 9 : I love to see the expression of people the first time they step their foot on the boat and (V2-U11) **experience new places. For me, it's a wonderful feeling to share it with them.** I feel blessed. **Raja Ampat, for me, is a never ending exploration.**

In utterance 11, the speaker shows his grateful attitude to guide the tourists in Raja Ampat. He enjoys the expression of tourists, who feel amazed with Raja Ampat. Thus, he was blessed to share his wonderful feeling with the tourists. The speaker also shows the traditional dance of the locals and the wonderful underwater in Raja Ampat.

Here, pathos is one of the approaches in persuading the listener to convince the listener by using the stories and aiming to appeal to the emotion. It can be seen in **for me, it's a wonderful feeling to share it with them, Raja Ampat, for me, is a never-ending exploration.** These sentences convince the listener when exploring Raja Ampat they will get a new experience. In addition to the sentences **Raja Ampat, for me, is a never-ending exploration,** the speaker tries to make the listener believe about getting new experiences in Raja Ampat because it is a never-ending exploration. However, in utterance 11, the speaker's story draws touching emotions for the listener; when listening to the utterance, it warms our heart with the purest sharing expression delivered by the speaker.

Furthermore, this utterance uses a presentational strategy in persuading the listeners. The speakers in utterance 11 attempts to move the listener's feeling by rhythmic words and sounds. The speaker emphasizes the blessing of sharing and giving a new experience to visitors of Raja Ampat uses **wonderful feeling** to express it in the utterance. Moreover, the speaker delivers his happiness to be expected. This story can trigger the listener to explore the Raja Ampat and have a memorable experience.

Datum 10 (V3-U2) : A perfect place. Where you can feel the universe.

In the video, the speaker shows lots of big rock on the beach with the birds whistling. Then, the beautiful blueish ocean to explore and the tourists can enjoy it by doing Yoga. The video shows



the cloudy mountain that reflects the cozy place of the Riau Islands. Furthermore, the speaker shows the local residence and explores the place by using the skippet. Riau Islands is a perfect place to feel the universe.

Moving to modes of persuasion; the utterance above used pathos as the modes of persuasion. Pathos emphasizes the idea of a message by appealing to the feeling and emotion of the listener. The speaker tries to create an emotion of joy to the listener, and it can be seen in **a perfect place, where you can feel the universe** shows the place that brings joy and happiness. Therefore, the listener who listens to the utterance two can easily envision the place.

Another significant factor in persuading the audience is the persuasive strategies, utterance 2 used presentational as a persuasive strategy. Presentational strategy attempts to persuade the audience using the assumption with the rhythmic flows of sounds, words, and visual metaphors. The visual metaphor here describes the place using a word **where** and emphasizes the place, and the word **helps the listener** envision the place. The rhythmic flows of the utterances make the listener easily to get swept along.

Datum 11 (V3-U5) : **The greatness stunning tall livewithin these lovely frames.**

The speaker in the videos is talking about a big mosque. It is a stunning and lovely place to visit. The speaker in the video also shows the audience the nightlife and the food market in Riau Island. The speaker tries to convince the audience by showing the wonderful nightlife with many food options in the Riau Islands. Thus, we can share the foods with many people at one table and be happy to eat the local cuisine.

The utterance above used pathos as the modes of persuasion, and it appeals to emotion and the listener's feeling. **The greatness stunning tall live** shows the impressive building and **lovely frames that** show the alluring that constructs the environment of the place. Utterance 5 creates a positive emotion to the listener, the writer, as one of the listeners can feel the positive feeling toward the places. Moreover, the words **greatness, stunning, and lovely** point out on how beautiful the places are.

The utterance uses presentational as the persuasive strategy. Utterances 5 has the rhythmic of sounds and words that make the utterance remarkable for the listener; it can be seen on the word **stunning-within, greatness-frames** when the speaker utters these words in one utterance, it makes the rhythmic flows. Along with the presentational strategy as the rational process based on the assumption, the **greatness stunning within lovely frames** shows the listener the speaker's opinion to describe the place. The speaker describes the place to introduce the place and make the listener curious about its impressive place.

Datum 12 : A place where you leave all your sorrow behind. To be with yourself, to be free, to lay in every feeling, enhance every sentence. The positive energy in every step we take. (V3-U6)

In this video, the speaker shows the beautiful ocean view from the resort we can enjoy ourselves. The places that bring joy and leave sorrow behind. We can play golf and do a spa in the resort, making us feel more enjoy and get positive energy. The speaker tries to make the audience feel the freedom, to lay in every feeling, enhance every sentence by enjoying places in the Riau Islands.

Here, the utterance earlier uses pathos as the mode of persuasion. Pathos triggers the listener's feeling and emotion; it can be seen above the sentences **to be with yourself, be free, lay in every feeling, and enhance every sentence**. Moreover, the speaker aims to move the listener's feeling and emotion; when we heard utterance 6, it illustrates a comfortable, accessible place

and appears elated feeling. The sentence **a place where you leave all your sorrow behind** as the main idea of the speaker utterance that describes the places, in brief, the next sentence **to be with yourself, to be free, to lay in every feeling, enhance every sentence** supporting the main ideas of the utterance that gives us the listener more details of places. The speaker utters the last sentence **the positive energy in every step we take** concludes the places as the place where we get the positive energy, implicitly the place can recharge ourselves freely.

Moving to the persuasive strategies as other approaches to persuade other people, utterances six uses Presentational as the persuasive strategy. Presentational is the rational process based on the assumption stimulated by the rhythmic flows of words and sounds. The utterance above has a repetition that makes rhythmic flows of sounds; it can be seen on **to be with yourself, to be free, to lay in every feeling** the word **to be** rhythmic flows of sounds that makes a highlight of the places as the cozy place to be ourselves, enjoy the places freely.

Datum 13 : Excitement flows through your senses a breath taking joy. The best gift we can give to ourselves is a new adventure.  
(V3-U10)

In utterance 10, the speaker shows the desert's beauty in the Riau Islands and the local dances with traditional customs. The speaker also offers the best way to explore it; barefoot in the desert and going around by motorcycle. The wonderful water sport to enjoy in Riau Islands. Thus, the speaker tries to make the audience feel the excitement flow and tries a new adventure in the Riau Islands.

Here, the modes of persuasion use pathos; the speaker targets the listener's feelings and emotions in persuading. The speaker uses **breath taking joy** as the description of feeling when visiting the places and appeals to joyful emotion. In the utterance above, the speaker persuades the listener by uttering **the best gift we can give to ourselves is a new adventure**; as the listener, it can become an idea to visit the place as the best gift to adventure new places. Besides, the speaker uses **excitement flows** to envision the listener when visiting the speaker's places.

Moreover, utterance 10 uses the presentational as the persuasive strategy; presentational persuades the audience using the rhythmic flows of words. The speaker in the utterances above utters the rhythmic flows of words **gift** and **give** that highlight the speaker's suggestion implicitly persuading the listener to visit the place that the speaker refers to. The presentational strategy that uses the rhythmic flows of words can make the utterances more attractive and remarkable to the listener. Therefore, if the listener tries to find new places to visit or explore, utterance 10 becomes the inspiration to choose. The speaker says the **best gift** unconsciously; the listener gets influenced by the utterances.

Datum 14 : the night never truly nights. You can linger in every corner. Create your own moments.  
(V3-U13) Cherish them, embrace them in quietness, peace. Feel the breeze of tranquillity.

The speaker engages the audience to explore the Riau Islands, even at night. The speaker shows that the audience can make the campfire and linger in every corner of the Riau Islands. The Riau Islands can explore by ship, car, and tourists create their moments here. Thus, the speaker suggests that the audience explore and enjoy the Riau Islands' peacefulness and quietness.

The modes of persuasion used in the utterance above are pathos; the speaker tries to persuade the listener to target their feelings and emotional moves. The speaker utters **you can linger in every corner, create your moments** shows that the place is accessible to explore in every corner. The speaker attempts to move the listener's feelings by uttering **cherish them, embrace them in quietness, peacefulness, feel the breeze of tranquillity**. As one of the listeners, the

writer can feel the place's joy, serenity, and the speaker describes the places as quiet places to appreciate our moment with ourselves.

Moreover, the speaker in utterance 10 uses the presentational strategy to persuade the listener. In persuading the listener, the speaker uses a rhythmic flow of sounds to cherish them, embrace them, quietness, and **peacefulness**. The rhythmic flow of sounds earlier is expected to persuade the listener; nonetheless, the assumption of the places supporting the speaker to persuade the listener. Referring to the assumption earlier, the premise of the never-ending night the place we can linger in every corner to enjoy the moment, and it envisions a concrete place with those details.

Datum 15 : Feel the closeness, to the maker, to the universe, to the boundless culture, to the past, to  
(V3-U16) the future and yourself.

In this video, the speaker tries to portray the wonderful Riau Islands for the wanderer. The tourist can be free to shout and feel himself. The speaker illustrates the Riau Islands as an affordable luxury where you can reach your dream. Therefore, in this utterance, the speaker encourages the audience to feel the closeness, the maker, the universe, the boundless culture, the past, the future, **and yourself**. Thus, the speaker shows the heritage, the cloudy environment of the Riau Islands in the video.

The utterance uses pathos as the mode of persuasion. The speaker aims to sway the feeling of the listener by uttering utterance 13 in the video. The pathos here can be seen in the word's repetition in the utterance that highlights the speaker who tries to suggest the visitor implicitly to enjoy the places; however, this helps the speaker describe the places to the listener. Moreover, a good description of the places would help persuade the listener. The speaker in this utterance also attempts to create the listeners' imagination clearly regarding the places. The sentence **feels the closeness appeals to the listener's empathy to be more enjoyable** when visiting the places.

Furthermore, the utterance above uses presentational as the persuasive strategy; it can be seen in the repetition and the rhythmic flows of sounds in the utterance. The utterance repeated the word **to** it creates the flows of sounds when we heard it. Moreover, the rhythmic flows of sounds can be seen in the **to the maker, to the universe, to the boundless culture, to the past, to the future**, the rhythmic flows of sounds between the maker, culture and the future.

Datum 16 : Borobudur and its surrounding is like once period. That brings Serenity a Concord heaven,  
(V4-U1) Borobudur leaves so much meaning to the people around it, True happiness.

This video promotes Borobudur temples in Java, Indonesia and it describes the Borobudur as a concord heaven. Borobudur makes happiness come to people around it. Then, the speaker shows the green environment around the temple and the friendliness of the local people. The speaker in the video explores the surroundings using a horse.

The speaker in the utterance above introduces Borobudur temple in Indonesia; the speaker uses pathos to persuade the listener. Pathos aims to persuade using the emotion response; therefore, using a story to appeal to the listener's emotion and feeling can be a good approach. In the utterance, the speaker uses words that appeal to positive emotion; the sentence such as **serenity leaves so much meaning and true happiness**. The speaker tries to convince the listener about the Borobudur as the true happiness using the sentence **serenity a concord heaven**. Moreover, using good words or sentences to describe the places will help appeal to the listener's response, either positive or negative emotion.

The speaker uses the repetition strategy at the utterance. Here, the speaker repeats the name of the place twice in the utterance above. Even though this strategy does not make rhythmic flows of sounds or words, the repetition of Borobudur makes the speaker triggered to persuade the listener. Thus, the repetition of Borobudur highlights the meaning of the Borobudur temple to its surroundings.

Datum 17 : Enjoy the nightfall. Spoil one's self, Enjoy the motionless solitude, Enjoyed the nature, (V4-U5) meditate, Feel the nudge of water.

In utterance 5, the speaker shows the museum to explore near Borobudur temple. The speaker enjoys the delicacy cuisine and shows the small version of Borobudur. That version is the hotel where the tourists can enjoy themselves with the beautiful nature. The speaker tries to get the audience's attention by showing the nightfall, spa, paddy field, meditating, swimming, and many fun activities to explore Borobudur's temples and surroundings.

The utterances above use pathos as the mode of persuasion; the speaker aims to swing the listener's feeling and emotion. In this utterance, the speaker tries to impress the listener with the calmness of Borobudur at night and implicitly persuades the listener to spoil themselves in Borobudur temple. Moreover, the speaker delivers the phrases **enjoy the motionless solitude, enjoyed the nature, meditate, feel the nudge of water** to convince the listener of how tranquil the temple is at night; the writer, as one of the listeners, can feel the positive emotion when hearing the utterances earlier. Along with the speaker, uttering **enjoy the nightfall, the speaker describes the situation and environment of the temple at night. It makes the listener envisions the temple at night and expects** a visit to the Borobudur temple.

Moving to the persuasive strategy, utterance 5 uses presentational as the strategy to persuade. The repetition of **enjoyment and ending the utterances with the feel the nudge of water makes the utterance** present a rhythmic flow of sounds. This strategy persuades the listener consciously with the rhythmic flows, repetition of the utterance; the repetition makes the speaker's idea clear and highlights the utterances. Meanwhile, the rhythmic flows make the utterances memorable and make the listener persuaded and swept along with those rhythmic.

Datum 18 : **Welcome to Beauty. Enjoying the strength. Touching the softness.** This is Medan. **With (V5-U1) its potential to withhold the mighty** power of tourism, Medan is the one to explore.

This video aims to promote Medan as destination tourism in Indonesia. The speaker shows the waterfall and the heritage of Medan in the video. Then, the speaker shows the beach to explore in Medan. The speaker tries to make the audience visit Medan with the beauty of nature and a place full of heritage. Thus, the power of tourism and its potential for Medan get the attention to explore.

Here, the modes of persuasion use pathos, as it can be seen on how the speaker utters the utterances that lead to move the listener's feeling and appeal the emotion. The utterance above is the first utterances in the video that introduces one of the wonderful Indonesia cities, Medan. The speaker utters the utterances that appeal to the happy emotion; it can be seen on **welcome to beauty, enjoying the strength, touching the softness** as the first sentences uttered by the speaker as it appeals to the good feeling and happy emotion of the listener. Moreover, the speaker attempts to convince the listener that Medan as potential tourism is one of the best choices to explore.

Furthermore, the utterance above uses presentational strategy as the persuasive strategy. The speaker uses the sounds of the rhymes of **beauty, mighty, enjoying, touching** it makes a beautiful flow in the utterances and makes the utterances fun, pleasant to hear. The speaker in

this utterance expects the listener to sweep along the rhythmic flows, and the presentational strategy helps the speaker persuade the listeners.

Datum 19 : Tracing, the streets will give deep impressions, relics of the past. The carves history, staring (V5-U2) at the aesthetically pleasing arts and traditions is an everlasting fact.

The speaker tries to make a good impression of Medan to the audience. The speaker shows the mountain for hiking and a traditional house to explore. The speaker shows the relics of the past as the aesthetical arts and everlasting fact. In this part, the speaker promotes Medan as a wonderful place to enjoy the past. It seems the speaker tries to encourage the audience who want the history visit Medan.

The speaker in the utterances above uses pathos as the mode of persuasion; Pathos aims to persuade the audience by targeting their feeling and emotional move. In this utterance, the speaker tries to describe the place with what we can explore as the visitor, and it makes the listeners feel curious about the place. The speaker highlights the arts and traditions as a fact, and visitors can learn about the history of the place with **pleasing arts**. The way the speaker utters and presents the choice of words such as **deep impressions, aesthetically pleasing arts, and the everlasting fact makes the utterances more catchy. It helps the speaker** describe the place to persuade the listener. This research supported what Strauss (2005) states that linguistic aestheticization will influence the listener.

Moving to the persuasive strategy, the speaker in the utterance above uses presentational as the strategy. The speaker uses rhymes of sound **impressions, traditions, tracing, staring, pleasing, everlasting** these sounds make the utterance more attractive. This strategy aims to persuade the listener with the rational process based on the assumption that can be seen on the assumption of the places as the cultural place where we can explore the history and see the relics aesthetically.

Datum 20 : The beauty of nature, which spoils the eyes of anyone who comes. With an array of (V5-U4) delectable culinary treats that indulge the thumb of those who travel for the experience. Believe and touch the magic.

In this video, the speaker presents the local cuisine and local coffee while exploring the places. In the video, the speaker shows the wonderful hill with a view of green's nature and blue ocean from the top of the hill. The beauty of nature in Medan can spoil the eyes of everyone who comes. The speaker shows nature and heritage that makes the audience exciting to explore Medan.

The speaker in the utterance above uses pathos as the mode of persuasion, persuading the listener to target the emotion and feeling response. The speaker tries to appeal joyful emotion with the utterance **the beauty of nature, which spoils the eyes of anyone who comes**. It can conclude the place that the speaker refers to is a wonderful place that spoils everyone, and **delectable culinary treats** to appeal to the listener's curious feeling regarding the culinary. The last one **believes and touches the magic** becomes a punchy statement as a closing statement of the utterances as it makes the report catchy, pleasant.

Furthermore, the speaker in the utterance above uses presentational as the persuasive strategy. Here, utterance 4 has a rhythmic flow of sounds **spoils, the eyes, comes, treats** even though they are not rhythmic words, but the flows of sounds in those words make the utterance more pleasant to hear. Nonetheless, the speaker has a punchy statement **believe and touch the magic** that also creates the rhythmic flows of sounds. At this point, the speaker intentionally uses certain words to describe the place with a purpose to persuade the listener to visit the place.

Datum 21 : **Let me take you around the Bandung. If you look closer, you can see the beauty in almost everything** we see from the steam created.  
(V6-U2)

In this utterance, the speaker aims to promote Bandung city. The speaker thinks of Bandung as the first place to learn about happiness and the virtue of life. The speaker shows Bandung's beauty in the video by visiting the white crater ciwidey and ranca upas ciwidey. The steam of the crater makes Bandung a unique tourism place to enjoy and explore.

Looking more closely at the modes of persuasion, the utterance above uses pathos as persuasion mode. This mode of persuasion targets the listener's feelings or emotions to move. The speaker in the utterance tries to appeal to the listener's positive emotion; it can be seen how the speaker implicitly suggests the listener look closer and **see the beauty in almost everything**. The speaker persuades the listener by appealing to the speaker's positive emotion and happy feeling, inviting the listener to explore Bandung.

Furthermore, the utterance uses the presentational strategy to persuade the listener. The speaker uses presentational persuasion, represented by visual metaphor, to make the listener imagine Bandung. The speaker uses repetition **you** to highlight the idea that everything is beautiful in Bandung. In utterance two, the speaker implicitly presents Bandung as a wonderful place where everything is beautiful, and the repetition of **you** in the utterance makes the utterance attractive and memorable for the listener.

Datum 22 : It will make you realize that **virtue comes from hard work and sincerity** to always give the best for everything that comes to life. **Each lesson that you receive will bring you closer to yourself. This is the purpose of living to remember who we really are.**  
(V6-U3)

In the video, the speaker shows many deer that come to the tourist. The tourists can give food to the deer, which makes the deer run into their arms. This activity makes us realize that the virtue of life always comes from hard work and sincerity. This kind of lesson makes the tourist closer to themselves. Then, they can achieve the purpose of living and remember who we really are.

In the utterance above, the speaker uses pathos as the mode of persuasion. The speaker in the utterance persuades the listener by triggering the feeling, emotion towards the utterance. Here, the speaker tries to appeal to the listener's positive emotion by uttering **virtue comes from hard work and sincerity**. Furthermore, the speaker attempts to influence the listener to explore Bandung, making you learn and realize life. The speaker implicitly gives advice to the listener on the purpose of living by uttering **each lesson that you receive will bring you closer to yourself and this is the purpose of living to remember who we really are**. Thus, the speaker influences the listener's feeling by targeting their feelings, sweep along with the advice earlier.

Moving to the persuasive strategy, the utterance above uses presentational as the strategy. The speaker repeats the word **you** to highlight the advice and tries to persuade the listener with the rhythmic flows of sounds. Moreover, the speaker utters **each lesson that you receive will bring you closer to yourself** making the utterance memorable because of its rhythmic flows of sounds. The speaker uses this strategy to persuade the listener consciously to visit Bandung by advising about life.

Datum 23 : **Follow your guts to explore. Don't made life kill your passion to wander. When you wander, you will see wonder**, excitement, joy and happiness. It doesn't matter if life brings you up and down.  
(V6-U5)

The speaker in the video shows the local instrument named Angklung and a floating market. Then, the speaker suggests how to explore Bandung. It can be by Bandung tour bus. Thus, the speaker asks the audience to follow their guts to explore. The speaker encourages the audience to wonder with all of the passion and enjoy the excitement, joy, and happiness.

In the utterance above, the speaker uses pathos as a modes of persuasion to persuade the listener. The speaker uses suggestions in the utterance to influence the listener. This suggestion attempts to appeal to the feeling of trust towards the speaker. Here, the speaker utters **follow your guts to explore** to trigger the listener to be brave to explore and wander in Bandung. The speaker also appeals to the listener's exciting feeling, as can be seen on how the speaker utters when **you wander, you will see wonder**.

Furthermore, the persuasive strategy uses in the utterance above is the presentational strategy. Here, the presentational strategy uses the word you produce the rhythmic flows of sounds in the utterance. The speaker uses the rational process based on the assumption to influence the listener, as can be seen on don't make **life kill your passion to wander, when you wander, you will see wonder**. Moreover, the assumption of the listener's passion for wandering makes the listener think if they have a passion for wandering. That utterance becomes an idea of the listener to visit Bandung.

Datum 24 (V7- : Let me take you to paradise in the north of Indonesia, where you can feel the cool breeze,  
U1) bring in fresh water to your skin.

The speaker in this video aims to promote Manado as a paradise in the north of Indonesia. The speaker shows the waterfall and the natural beauty of Manado. Thus, the tourists can feel the cool breeze and the freshwater on their skin. In this utterance, the speaker gives a concrete situation and environment to Manado.

The mode of persuasion applied in the utterance above is pathos in how the speaker leads the listener's feeling. In utterance, the speaker tries to appeal to the exciting feeling. The phrases **let me take you to paradise in the north of Indonesia** make the listener excited when hearing the utterance. Furthermore, the speaker utters **where you can feel the cool breeze and bring in freshwater to your skin, which** appeals to feeling fresh when exploring Manado. The speaker introduces Manado and consciously invites the listener to visit Manado. Therefore, the listeners flatter and feel happiness when hearing the utterance above.

Moving to the persuasive strategy, the utterance one uses presentational as the persuasive strategy. The presentational strategy aims to persuade the listener by repeating visual metaphors and the utterance sounds' rhythmic flows. The speaker in the utterance repeats **you** and highlights Manado as the paradise in the North of Indonesia. The rhythmic flows of sounds that occur because of the repetition of **you**: let me take **you** to paradise in the north of Indonesia, where **you** can feel the cool breeze, bring in fresh water to your skin. Moreover, the speaker uses **a visual metaphor to envision the environment of Manado to the listener** to highlight the weather in Manado. Thus, the speaker intentionally introduces Manado and utters the utterance to persuade the listener by making the listener's utterance memorable.

Datum 25 (V7- : Where you can explore the nature with ease, and during its natural wonders, like you've  
U2) never seen before.

In this utterance, the speaker aims to promote the Tangkoko. Tangkoko is a nature reserve in North Sulawesi. The tourists can see a lot of flora and fauna that they have never seen before. In the video, the speaker shows the orangutan, the bird, the beautiful flower to attract the audience. Therefore, the speaker in this utterance says that this place cruises easily.

Utterance 2 uses pathos as the mode of persuasion in persuading the listener. The speaker in this utterance leads the feeling of the listener. Here, the speaker tries to appeal to the listener's comfortable feeling; it can be seen in the sentence **where you can explore the nature with ease**. Moreover, the speaker attempts to appeal to the exciting feeling to the listener. It can be seen in **and during its natural wonders, like you've never seen before**, and highlights Manado as a wonderful place that people rarely saw its natural wonders. Therefore, these modes of persuasion help the speaker to persuade the listener by targeting the listener's feelings, and it makes the utterance straight to the point.

Furthermore, the persuasive strategy uses in the utterance earlier is presentational. This strategy aims to persuade the listener by visual metaphors. Here, the visual metaphors use **where** to highlight Manado as a place with natural wonders. Moreover, the speakers use the assumption of Manado as the natural wonders to convince the listener, which means the visitors can feel comfortable and get immersed by the natural wonders while exploring Manado. This strategy helps the speaker to describe Manado simply and attractively using the visual metaphors **where**.

Datum 26 : Where the tropical sun shines so beautifully all a day long, pampering all your senses by the (V7-U4) sea or get mesmerised under it.

In the video, the speaker shows the beautiful Pal beach in North Sulawesi. Pal beach is one of the tourist destinations in North Sulawesi. The tourist can dive and explore the underwater of Pal beach. In Pal beach, there are many sea animals, beautiful coral with blueish water. The speaker in the utterance aims to promote the beach by showing tourists activity at Pal beach.

Looking more closely at the modes of persuasion, utterance 4 uses pathos to persuade the listener. The speaker tries to appeal to the listener's positive emotion, and it can be seen in the sentence **where the tropical sun shines so beautifully all a day long**. The speaker uses certain words such as **tropical sun, beautiful** to describe the sea in Manado, and attempts to appeal to the listener's positive emotion. Furthermore, the speaker utters the sentence **pampering all your senses by the sea or getting mesmerised under it, which describes Manado's beauty and the speaker's choice of words such as pampering mesmerised** to make the utterances more catchy and attractive.

Moving to the persuasive strategy, the utterance above uses presentational as the strategy to persuade the listener. The presentational strategy is the convincing rationale based on the assumption and language presented by the sounds' rhythmic flow. Here, the speaker utters the utterance four makes the rhythmic flow, especially on **pampering all your senses by the seaget mesmerised under it, making** the utterance memorable to the listeners. Furthermore, the speaker uses this strategy to persuade the listeners and envision Manado in tropical weather.

Datum 27 (V7- : Somewhere you can finally find yourself and set yourself free again. Moves will make U6) your heartbeat with amusement.

In this utterance, the speaker aims to promote Tomohon city in North Sulawesi. There are many destinations, such as Bukit doa Mahawu, where you can enjoy and feel the silent moment. The speaker also shows the Kabasaran dance. The dance took place in the mountain to enjoy the dance and see the sight of the city.

The utterance above uses pathos as the mode of persuasion to persuade the listener. This mode of persuasion targets appeals to the emotion, feeling of the listener. Thus, the speaker utters **somewhere you can finally find yourself and set yourself free again**, make the listeners think of Manado as the place to enjoy and free to be themselves. Moreover, the speaker in utterance six makes the listeners feel the excitement to visit Manado. The excitement feeling triggered



because of the sentence **you can finally find yourself and set yourself free again**. The speaker intentionally asks the listener to visit Manado to feel the excitement, as it can be seen on the sentence **moves will make your heartbeat with amusement**.

Looking more closely at the persuasive strategy, the utterance above uses presentational as the persuasive strategy. The speaker in the utterance uses the repetition of **your** to highlight Manado's idea as the place to explore. Thus, the repetition of **your** makes the rhythmic flows of sounds that make the utterance more attractive. Furthermore, utterance six implies Manado as a place to be free to explore yourself, to find yourself, feel free and feel your heartbeat towards the listener. The assumption earlier influences the listener to explore Manado and highlight the idea of Manado towards the listener.

Datum 28 : The energy that you want to bring home with. Let me take you to the tropical heaven on  
(V7-U7) earth. Let me take you to Manado. The pearl of Indonesia.

The speaker in this utterance describes more about the Kabasaran dance, where you can get positive energy. Then, the speaker shows the Linow lake, Batu Dinding, Soekarno bridge as the tourist destination when exploring Manado. In this utterance, the speaker aims to promote many destinations to explore in Manado and make Manado the pearl of Indonesia. At the end of this video, the speaker also shows the beautiful underwater with a turtle.

The utterance above uses pathos as the mode of persuasion. In the utterance, the speaker tries to move the listener's feeling, emotion by uttering the phrase. The speaker persuades the listener to choose words that the speaker uses, such as the energy, tropical heaven, and the pearl. Furthermore, the speaker states a punchy statement **the pearl of Indonesia**. This statement is the closing utterance in the video of Manado. That statement becomes memorable because of the words that the speaker uses. The speaker illustrates Manado as the place of tropical heaven and the place with the energy you want to bring home to persuade the listener. Utterance seven appeals to a happy feeling and joyful emotion.

Moving to the persuasive strategy, utterance 7 uses presentational as the persuasive strategy. This strategy uses repetition on the utterance, and it can be seen on the repetition of **let me take you**. Moreover, the speaker highlights Manado as the **tropical heaven on the earth and the pearl of Indonesia**. The repetition of **let me make the utterance memorable for the listener because in the utterance, the speaker implicitly invites the listener to visit Manado**. The video of Manado gives a brief introduction to Manado to the listener.

Datum 29 : **To feel the warm welcome** from the locals that makes me feel at home, at **their First hello**.  
(V8-U2) **To cross the distance, to** walk so many different paths and simply get lost **to get** amazed by its unique forms of nature has every each of them is **god's masterpiece**.

The video aims to promote Sumba in the eastern of Indonesia. The first place that the speaker shows is Wairinding hill offering beautiful panoramic views. Then, the speaker shows the village as the destination. The local people will also be warmly welcome—the amazing village with the traditional building and wonderful view from the sea. Then, the speaker shows the village that will welcome the tourists with a smile—the amazing village with a traditional touch and a wonderful view of the sea. The speaker aims to promote nature, tradition, and local souvenirs to the audience.

Pathos is used as the mode of persuasion. The speaker tries to move or appeal to the feeling, emotion; it can be seen in the choice of words that the speaker uses in the utterance. Here, the speaker chooses the words that appeal a comfortable feeling as it can be seen in **warm welcome, their first hello, unique forms of nature, god's masterpiece**. Moreover, the speaker in the

utterance tries to make the listener feel the coziness of the place and envision the environment of the places; hence, as the listeners envision, it can make an easy effort to persuade them.

Furthermore, the utterance above uses presentational as the persuasive strategy; it can be seen in each sentence's repetition. The speaker highlights the local greeting and the nature of the place as God's masterpiece. Moreover, the repetition of **to feel, to cross, to get** implied that the speaker wants the listener to feel the local people's warmth. Presentational as the persuasive strategy uses to make the listener persuaded by feeling the local people's warmth and envision the situation of the places.

Datum 30 : To touch the coolness of afternoon breeze, reminding me once again. the meaning of being free, to learn, to create, to discover, to actualize, to dream up, to find myself. (V8-U5)

In this video, the speaker visits Puru Kambera savanna in Sumba. The speaker tries to make the audience feel the freedom to explore Puru Kambera, the wild horses' habitat. The speaker also shows the mbawana beach, Mandorak, Weekuri lake, Kabokang dance, Manangga Abba, Haumarang, Tenau, Hilliwuku, and Walakiri as the tourist destinations in Sumba. Then, the speaker encourages the audience to explore Sumba, to learn, and to discover themselves.

The utterance uses pathos as the mode of persuasion. This mode of persuasion aims to sway the listener's feeling and appeal to the emotion within the response toward the utterances. Here, the speaker tries to make the listeners feel the environment of the place and appeal to joyful emotion. In utterance six, the modes of persuasion are used to help the speaker persuade the listener and describe the places' environment. The sentence in the utterance, **to touch the coolness of afternoon breeze** implied the comfortable and fresh environment of Sumba. Moreover, in the next sentences, the speaker utters **the meaning of being free, to learn, to create, to discover, to actualize, to dream up, to find myself** attempting to illustrate the feeling when exploring Sumba in the afternoon and it makes the listener free to discover everything.

Moving to the persuasion strategy, the utterance above uses a repetition strategy. This strategy uses to highlight the idea of speakers in suggesting the listener. Furthermore, it can be seen in the repetition that makes the utterance memorable and remarkable. The speaker repeats the word in every sentence of the utterances to highlight Sumba's listeners' activity. In the end, repetition helps the speaker convince the listeners to find themselves while exploring Sumba, which implies exploring Sumba makes the listener free to learn, create, discover, actualize, and **dream up**.

Datum 31 : Welcome to Likupang, a place where the **ocean embrace you tweeted blueish of the water** and **the whispering of the white sand**. Far as the eye can see. (V9-U1)

This video aims to promote Likupang in North Sulawesi of Indonesia. The speaker shows a beautiful place to stay named Paradise resort in Likupang. Then, the visitors can walk or ride a bicycle to Paal beach; the Paal beach with blueish and white sand makes them feel happy. Another place that the speaker shows in the video is Pulisan beach. The tourists can explore it by boat with a local. The speaker states that the tourists who visit Likupang will get the beauty as far as the eye can see.

Looking more closely at the modes of persuasion in the utterance above, the mode of persuasion used is pathos. The utterance above is the utterances introduction of the Likupang video that aims to introduce Likupang to the listener. Here, the speaker uses certain words that make the utterances more attractive; it can be seen in the **ocean embrace you tweeted blueish of the**

**water and the whispering of the white sand.** Moreover, the speaker uses the sentence earlier to persuade the listener and appeal to the emotion of happiness toward the utterances.

Furthermore, the persuasive strategy that utterance one uses is presentational. The presentational strategy persuades the listener using a visual metaphor; it can be seen in the word **see**. Moreover, the word **see** highlights the place with a fantastic view, and the visual metaphor in the utterance gives a vivid illustration of the Likupang area. The speaker in the utterance tries to convince the listener of how beautiful Likupang with the word **see**.

Datum 32 : Local culinary traditional cultural heritage is there for you to feel, for you to understand and (V9-U6) to embrace you as you are part of it.

In this utterance, the speaker describes and shows the local culinary of Likupang to the audience. This video shows that the tourists eat the local cuisine and visit batik Minahasa as local heritage. Then, the tourist can feel, understand, and embrace the Likupang as their place. In the video, the tourists can enjoy their own time by themselves, and one of the activities is kayaking in the Paradise resort.

The utterance earlier uses pathos as the mode of persuasion. Pathos can be seen in how the speaker exaggerates the local cuisine with use for you to feel, understand, and **embrace you as you are part of it**. Moreover, the speaker in utterance six aims to persuade the listener unconsciously with boasting the **cultural heritage**. Utterance 6 highlights the local cuisine, which is expected to appeal to the listener's curious and exciting feeling.

Moving to the persuasive strategy, utterance 6 uses presentational as the persuasive strategy. The presentational can be seen in the repetition that makes rhymes flow of sounds. Moreover, the speaker utters **cultural heritage is there for you to feel, for you to understand and to embrace you as you are part of it**, making the rhyme flow of sounds that creates the utterances attractive to the listener. Therefore, the repetition produces the rhythmic flow of sound that can persuade the listener and highlight the main idea of the speaker's utterances.

Datum 33 : Free yourself, fear, imagination, dance with the native. Climb a hill, absorb in Happiness, (V9-U8) imagination indefinitely here at Likupang.

The speaker aims to promote the Pulisan hill in Likupang, Indonesia. The speaker engages the audience to **climb the hills and absorb the happiness**. In the video, the nature full of green in Likupang is shown to the audience. In addition to promoting Likupang, the speaker gives the audience two options to explore Likupang. There are the mainland and ocean of Likupang. Both of them are explorable for the audience if they visit and become a tourist in Likupang.

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Utterance 8 uses pathos as the mode of persuasion. Here, the speaker suggests the listener free yourself, fear, imagine, dance with the native, climb a hill, and absorb in happiness in Likupang, which appeals to joyful emotion. The speaker in utterance eight tries to convince the listener Likupang as the place worth exploring, as we saw in **absorb in Happiness, imagination indefinitely**. Moreover, the speaker implicitly shows the local habit of **dance with the native** to the listener. When we visit Likupang, we can expect to dance with the local people.

Utterance 9 uses a presentational strategy to persuade the listener. The speaker uses the repetition of **imagination** in the utterance that produces the rhythmic flows. Utterance 8 has the rhythmic flow that makes the utterance attractive when we heard it. In this context, the speaker aims to persuade the listener to use this rhythmic flow to highlight the activity to do in Likupang. It can be seen on **free yourself, fear, imagination, dance with the native, climb a hill, absorb in happiness** to expect the listener to envision the environment of Likupang with happy emotion.

Datum 34 : **Rich in cultural heritage** open up with a smile. **That's welcome you with warm heart, the beauty of its nature perfect combination** of grain of mangrove forest and bluish ocean water **invited you to have fun.**  
(V10-U3)

This video is promoting Tanjung Lesung on the western tip of Java, Indonesia. The speaker shows the Jembatan Akar and mangrove forest to expose the nature of Tanjung Lesung. The speaker also tries to convince the local people's friendliness that will welcome them with a smile. Then, the speaker showed Tanjung Lesung the resort as a place to stay and near the beach. The tourists can eat the local cuisine with the ocean view from the resort.

The utterance earlier uses pathos as the mode of persuasion. Pathos is one of the approaches to persuade the listener by swaying their feeling or emotion. The speaker in utterance 3 uses **rich in cultural heritage** to highlight that Tanjung Lesung has a lot of cultural heritage and tries to appeal to the listener's exciting feeling. In the next sentence in utterance three, the speaker utters **that's welcome you with warm heart, the beauty of its nature** to appeal to the listener's kindness. At the end of utterance three, the speaker utters **invited you to have fun** that appeals to the listener's joyful emotion and happy feeling.

Moving to the persuasive strategy, the persuasive strategy in utterance 3 uses presentational to persuade the listener. Here, the speaker convinces the listener based on the assumption. It can be seen on the perfect combination premise; the speaker assumes it is a perfect combination that the listener will enjoy exploring. Moreover, this strategy persuades the listener consciously by putting aesthetic to the utterance. The speaker elaborates the **rich cultural heritage** with the friendly gesture of local people. The speaker also utters the **that's welcome you with warm heart, The beauty of its nature perfect combination** to make the utterance more transparent and attractive with the beauty of nature and local people in Tanjung Lesung.

Datum 35 (V10-U5) : An endless adventure for all young souls seek for new life discovery.

In this utterance, the speaker tries to encourage the audience to discover a new life with an endless adventure. The speaker goes around using a ship, diving underwater, and doing water sports in Tanjung Lesung Resort. The speaker also showed the historical place known as the Mongolian Culture Center. In that place, the tourist can learn about the history, see the historical heritage, and play the arrows. Then, the tourists can enjoy the sunset at the Anyer lighthouse.

Looking more closely at the modes of persuasion, the utterance above uses pathos to persuade the listener. The speaker in utterance 5 targets to convince the younger listener and craves for the **new live discovery**. In utterance five, the speaker utters Tanjung Lesung as **an endless adventure for all young souls seek for new life discovery**, which implies that the listener will never feel bored exploring Tanjung Lesung because of its endless adventure. Moreover, the speaker persuades the listener by targeting the feeling of adventure and envisioning the listener towards endless adventure in Tanjung Lesung.

Furthermore, the persuasive strategy used in the utterance above is presentational. This strategy aims to persuade the listener by rhythmic flow of words or sounds based on the assumption.

The rhymes of utterance 5 can be seen in the parallel clause that makes the utterance catchy and attractive. Utterance 5 creates the presumption of young souls craving for the **new life discovery**, which attempts to persuade the listeners who are eager to find the new things in life. Moreover, this strategy is used to maximize the listener's consciousness towards the utterances. The speaker straightly points out that **endless adventures** will find the **new life discovery**.

### b. Logos

Logos is one of the ways the speaker persuades the listener to use a fact. In addition to making the listener believe in what the speaker said, the speaker used a shred of real, reasonable evidence to support it. The analysis of Logos will start from datum 36 to 38.

Datum 36 (V2- U2) : The name Raja Ampat comes from the Four Kings, which is Misool Waigeo, Salawati, and Batanta.

The video shows off the wonderful Raja Ampat as one of Indonesia's tourism destinations, located in West Papua. The speaker talks about the history of the name Raja Ampat. In addition, the speaker shows the four islands of Raja Ampat and mentions the names. To help the speaker explain each island's location, the speaker uses the map to pinpoint each island's name; **Misool, Waeigeo, Salawati, and Batanta**. Raja Ampat is the destination for the audience who enjoy the ocean view.

The utterance above uses Logos as the modes of persuasion; logos is one way to persuade with reason, use a fact, or use figures. In utterance 2, the speaker states a fact, and it also provides information about Raja Ampat's name. Although putting a point in the utterances can persuade and convince the audience, the utterances must be added with another persuasion feature to make it more engaging.

Moving to persuasive strategies, utterance 2 uses quasilogical as the strategy to persuade the audience. Quasilogical uses the structural or wording argument in formal logic. Utterance 2 shows that the speaker explains the origin of Raja Ampat, in a formal sense. In the Indonesian language, Ampat means four. The speaker tries to convince the listener by stating Raja Ampat's origin of where it comes from, and the listener gets new information about the place.

Datum 37 (V9-U2) : Lying in about 48 kilometres of North-eastern of Minahasa.

In this utterance, the speaker describes the location of Likupang. The video promotes the Likupang as the tourism destination in northeastern Minahasa. The speaker shows the ocean as the best choice to explore in Likupang. The speaker then tells the audience the exact location of Likupang, which is **48 kilometers of North-eastern of Minahasa**. Therefore, the audience who will visit northeastern Indonesia can explore Minahasa, Likupang, and Manado.

Looking more closely at the modes of persuasion in the utterance above uses is Logos. The utterance above is a part of utterances about wonderful Likupang, and utterance 2 introduces the video. Logos is used to persuade the audience using a fact, and here, the utterance uses the fact of Likupang location. Moreover, the speaker uses this mode of persuasion to inform the listener about the exact location of Likupang. In the video Likupang, the speakers describe the exact location to make the listeners envision the situation and environment. It might persuade the listener who wants to explore North Indonesia.

Furthermore, the persuasive strategy uses in the utterance above is quasilogical. It can be seen in the structure or wording in formal logic. The utterance above shows that the Likupang is near Minahasa, and, logically, they are both in the North of Indonesia. However, the north-eastern

of Minahasa is quasilogical because the location of Likupang is in the north of Minahasa. The utterance can be implied as a quasilogical strategy focused on the location of Likupang. Hence, if the listeners are persuaded by exploring Likupang, they also explore the North of Indonesia.

Datum 38 (V10-U1) : Tanjung Lesung a hidden paradise lay in the western end of the island of Java.

The video shows the mountain with a cloudy environment and the local residence in Tanjung Lesung. This video promotes Tanjung Lesung, and the speaker tries to describe the exact location of Tanjung Lesung. The speaker also showed the Wisata Kampung Marengo in Tanjung Lesung, the place where a tourist can learn the culture of Tanjung Lesung with the locals. Then, the tourist can see and enjoy the process of woven cloth as a unique part of Tanjung Lesung. In accordance with the speaker, Tanjung Lesung is a hidden paradise because it is also located on the western tip of Java island.

The utterance above uses logos as the modes of persuasion, as it can be seen in the speaker's utters. Here, the speaker states a fact of the location Tanjung Lesung **western end of Java; however, the speaker exaggerates that** Tanjung Lesung is a paradise. Furthermore, the speaker persuades the listener by uttering **Tanjung Lesung a hidden paradise**, which appeals to the listener's curious feeling. Moreover, in utterance 1 as the introduction of the video Tanjung Lesung, the speaker utters **Tanjung Lesung a hidden paradise** that makes the utterances catchy and attractive.

The persuasive strategy, utterance 1 in video 8, uses a quasilogical strategy to persuade the listener. The strategy uses logic but is not in the strict sense of logic. The speaker in the utterance describes Tanjung Lesung, which implies the logical thinking that if the listener visits the Java islands, they can visit Tanjung Lesung as the west part of Java island. Moreover, the speaker attempts to persuade the listener to visit Tanjung Lesung as the **hidden paradise** in the western end of Java islands. The speaker utters **hidden paradise** as the quasilogical it can be seen as a paradise in the speaker's perspective might differ from the listener.

## CONCLUSION

The result of this research showed that there are 38 persuasive utterances analyzed in this research. There are 35 occurrences for pathos, three occurrences for logos, 33 occurrences for presentational, three occurrences for quasilogical, and two occurrences for repetition. It was found that the speaker used pathos to persuade their audience, focusing on the audience's emotion and feeling. Then, the presentational was used by the speaker to make the utterances catchier and more remarkable. In terms of persuasive strategies proposed by Johnstone (2008), the persuasive strategies found are quasilogical, presentational, and repetition. The highest persuasive strategy uses presentational 87%, and the lowest is repetition strategy 5%. However, Johnstone states the repetition as the language in presentational strategy. In this case, the data did not have a rhythmic flow of sound or word as another presentational strategy feature. This research found that repetition as the new persuasive strategy is used without the rhythmic flow of sounds or words.

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